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This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of the Claims

1. (currently amended) A method of enhancing the ability of a user to interact with a plurality of content providers coupled to a network, the plurality of content providers offering a plurality of enhanced content via the network, wherein said user interacts with the plurality of content providers via a receiver coupled to the network, the method comprising the steps of:

receiving a ~~set of~~ triggers filters from the receiver;

storing said ~~set of~~ triggers filters in a data base;

detecting a triggers embedded in each of the plurality of one of said plurality of enhanced content programming, wherein said trigger indicates the presence of said enhanced content programming;

comparing said detected triggers with said ~~set of~~ triggers filters;

identifying said enhanced content programming when said detected trigger matches said trigger filter in said comparison step a set of the plurality of enhanced content programming in which said detected triggers embedded in said set of enhanced programming conform to said set of trigger filters; and
preferentially coupling each of said ~~set of~~ enhanced content programming to the receiver.

2. (currently amended) The method of claim 1, wherein said ~~set of~~ triggers filters is based on informational type.

3. (currently amended) The method of claim 1, further comprising the step of transmitting a notification indicator for each an occurrence in which said detected triggers embedded in said ~~set of~~ enhanced content programming confirms to said ~~set of~~ trigger filters.

4. (original) The method of claim 3, wherein said notification indicator is an audible signal.

5. (original) The method of claim 3, wherein said notification indicator is an on-screen graphic.

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6. (original) The method of claim 3, further comprising the step of selecting said notification indicator, said selecting step performed by the receiver.

7. (currently amended) The method of claim 1, said ~~preferential~~ coupling step further comprising the steps of overriding current receiver programming and directing ~~each of said set of~~ said enhanced content programming to the receiver immediately upon detection.

8. (currently amended) The method of claim 1, further comprising the steps of:
receiving a set of priorities corresponding to each trigger filter in a set of trigger filters ~~of said set of trigger filters~~; and
storing said set of priorities in said data base, wherein said step of ~~preferential~~ coupling is performed in accordance with said set of priorities.

9. (original) The method of claim 1, said receiving step further comprising the steps of:
monitoring each of a plurality of user transactions between the receiver and the plurality of content providers;
extracting transaction information from at least a portion of said plurality of user transactions;
storing said extracted transaction information in a data base controlled by a third party; and
forming said set of trigger filters based on a combination of at least a portion of said extracted transaction information.

10. (currently amended) A method of enhancing the ability of a user to interact with a plurality of content providers coupled to a network, the plurality of content providers offering a plurality of enhanced content programming via the network, wherein said user interacts with the plurality of content providers via a receiver coupled to the network, the method comprising the steps of:
storing a ~~set of~~ trigger identifiers in a data base;
detecting a triggers embedded in enhanced content from the plurality of enhanced content programming, wherein said trigger indicates the presence of said enhanced content;
pairing said detected triggers with said ~~set of~~ trigger identifiers; and
notifying the receiver of available enhanced content programming user said set of trigger identifier when said trigger identifier matches said detected trigger.

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11. (currently amended) The method of claim 10, wherein said ~~set of~~ trigger identifiers is comprised of a plurality of on-screen graphics.
12. (currently amended) The method of claim 10, wherein said trigger identifiers is composed of a plurality of audible signals.
13. (currently amended) The method of claim 10, further comprising the steps of receiving said ~~set of~~ trigger identifiers from the receiver.
14. (currently amended) The method of claim 10, further comprising the step of receiving said ~~set of~~ trigger identifiers from a network operator.
15. (original) The method of claim 10, wherein said notifying step is performed upon the initial receipt of the enhanced content programming.
16. (currently amended) The method of claim 10, wherein said ~~set of~~ trigger identifiers corresponds to the plurality of content providers.
17. (currently amended) The method of claim 10, wherein said ~~set of~~ trigger identifiers corresponds to the plurality of information types.
18. (withdrawn) A method of generating revenues for a network offering a plurality of programming options to a user via a receiver, the method comprising the steps of:
 - detecting a first trigger embedded within one of said plurality of programming options;
 - replacing said one of plurality of programming options with at least one enhanced content program, wherein said at least one enhanced content program is provided by at least one content provider;
 - obtaining revenues from said at least one content provider in response to said replacing step; and
 - restoring said one of said plurality of programming options.
19. (withdrawn) The method of claim 18, wherein said restoring step is performed after the conclusion of a predetermined time period.

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20. (withdrawn) The method of claim 18, further comprising the step of detecting a second trigger embedded within one of said plurality of programming options, wherein said restoring step is performed after detection of said second trigger.

21. (withdrawn) The method of claim 18, wherein said first trigger indicates commencement of a programming interruption.

22. (withdrawn) The method of claim 20, wherein said second trigger indicates conclusion of a programming interruption.

detecting a first video transport data unit in said video transport data stream;

examining a rule having a condition portion and an action portion, for determining whether said first video transport data unit satisfies said condition portion, and

executing said action portion of said rule for modifying said video transport data stream.